

## Culinary Tourism: Theories and Concepts

### Section 1

Instructor/Title	Dr. Watson Baldwin
Office/Building	1401
Office Hours	TBD
Contacts (E-mail)	<a href="mailto:wbaldwin@kansaigaidai.ac.jp">wbaldwin@kansaigaidai.ac.jp</a>

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#### 【Course Outline / Description】

Culinary Tourism: Theories and Concepts explores a number of issues that explain what culinary tourism is, how it works and what internal and external factors influence successful tourism operations. The subject adopts a multi-disciplinary perspective that allows students to examine the meaning of culinary tourism to the individual, the structure of tourism and its component elements and the management of tourism from the perspective of the market place.

### Section 2

#### 【Course Objectives/Goals/Learning Outcomes】

#### **Subject Learning Outcomes**

The definitive course document identifies the key outcomes of the subject to:

- Evaluate Concepts and Theories in Culinary Tourism
- Analyze the structure, products, services, and interactions in tourism and hospitality
- Examine the role of culinary tourism in communities and environments
- Evaluate theories of culinary tourism by adopting a multi-disciplinary perspective
- Communicate and respond to the diversity within the hospitality and tourism industry
- Evaluate issues and apply professional skills and management knowledge to complex and unstructured problems in hospitality and tourism industry

To this end, the goals of this subject are:

- to introduce students to key theories and concepts that have driven the development of our understanding of culinary tourism as a personal experience and as a commercial enterprise
- to enable students to apply theory to the examination of tourism in its broad context
- to enable students to critically review published material and other tourism related research

### Section 3

【Class Schedule/Class Environment, Literature and Materials】

#### Teaching and Learning Methods

The purpose of this subject is to have students consider some of the key theories and concepts that have led to our understanding of culinary tourism. To do so, students must be actively involved in the discussion. Thus, lectures and seminars will be interactive. Each lecture/seminar will include:

- formal lectures and
- seminar /tutorial discussing the various assigned readings.

The set of lectures is divided into 5 themes, including:

- defining tourism and culinary tourism
- examining the structure of tourism and its component parts
- examining the key factors that influence successful tourism and culinary tourism
- the individual and tourism
- sustainability.

#### Class Outline and Lecture Topics

The following topics will be covered:

1. *Tourism-Concepts and Theories*
  - History of Tourism
  - Critical Analysis of Food and Tourism
  - Defining Tourism and Culinary Tourism
  - Culinary Systems
2. *Tourism and Consumer Behavior*
  - Travel Decisions
  - Types of Tourism and Tourists

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- Lifecycle Models and Tourism- Plog
3. *Culinary Tourism- Push and Pull Factors*
    - Attractions and Demand Generators
    - Types of Food Tourists
    - Culinary Tourism and Special Interests
  4. Culinary Tourism Impacts
    - Sustainable Tourism
    - Social and Cultural Distance in Culinary Tourism
  5. *Culinary Tourism- Marketing and Promotions*
    - Food and Beverage aspects of Tourism
    - Destination Marketing Organizations
    - Traditional and Social Media
  6. *Tourism as a Complex System*
    - Chaos Theory and Tourism
    - Chaos Theory and Culinary Tourism
  7. *Tourism in Japan*
    - Motivators
    - Big Data Analysis of Japanese Tourism
  8. *Tourism Sociology and Culinary Tourism*
    - Safety and Security in Tourism
    - Culinary Tourism Experiences and Perspectives
  9. *Tourism- Culinary and Gastronomy*
    - Defining Culinary Tourism and Gastronomic Tourism
    - Differences and Similarities
10. Japan and Culinary Tourism
    - Washoku and World Heritage
    - Regional Japanese Cuisine
    - Sake and Beverage Tourism

Week	Lesson	Topic	Remarks	Readings
1	1 & 2	Introduction and Overview of Tourism Theories and Concepts	<ul style="list-style-type: none"> <li>• Review Syllabus and Class Expectations</li> <li>• Review Assessments</li> <li>• Introduction to Culinary Tourism Theories and Concepts</li> <li>• Industry Jargon and Terminology</li> </ul>	None

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2	3 & 4	Culinary Systems and The Tourist: Typology and Behavior Part 1	<ul style="list-style-type: none"> <li>• Culinary Tourism and Systems</li> <li>• Tourist Typology and Behavior</li> <li>• Tourism Motivations</li> </ul>	
3	5 & 6	Culinary Systems, Tourism and The Tourist Typology and Behavior Part 2	<ul style="list-style-type: none"> <li>• Tourism as a Complex System</li> <li>• Travelers and Tourism Services</li> <li>• Access and Interactions</li> </ul>	
4	7 & 8	Accommodations and Food and Beverage in Tourism; An overview of Culinary Tourists Part 1	<ul style="list-style-type: none"> <li>• Hotel Accommodations</li> <li>• Confucianism and Hospitality</li> <li>• Paradigm of Asian Hospitality and Tourism</li> </ul>	Quiz 1
5	9 & 10	Accommodations and Food and Beverage in Tourism; An overview of Culinary Tourists Part 2	<ul style="list-style-type: none"> <li>• Food and Beverage</li> <li>• Types of Culinary Tourists</li> <li>• Chefs as Culinary Tourists</li> </ul>	Discussion Paper Introduction

6	11 & 12	International Tourism and Tourism Models	<ul style="list-style-type: none"> <li>• Plog and Tourism Lifecycle Models</li> <li>• International Tourists and Tourism</li> <li>• Chaos Theory and Tourism</li> </ul>	
7	13 & 14	Sustainability and Culinary Tourism Part 1	<ul style="list-style-type: none"> <li>• UNWTO and Sustainable Tourism</li> <li>• Sustainable Food Issues and Sourcing</li> <li>• Sustainable Food and Beverage Management</li> </ul>	In-class review for the midterm
8	15 & 16	Midterm Test & Culinary Tourism Review		

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9	17 & 18	Sustainability and Culinary Tourism Part 2	<ul style="list-style-type: none"> <li>• The Big Picture of Sustainability in the Culinary Industry</li> <li>• Agriculture</li> <li>• Animal Husbandry</li> </ul>	
10	19 & 20	Political and Economic Impact of Tourism	<ul style="list-style-type: none"> <li>• Economic Growth and Tourism</li> <li>• Political Impacts</li> <li>• Socio-Cultural Impacts</li> </ul>	
11	21 & 22	Post-Covid Culinary Tourism Trends	<ul style="list-style-type: none"> <li>• Revenge Travel</li> <li>• Virtual Tourism</li> <li>• Luxury Tourism</li> <li>• Health and Wellness Tourism</li> <li>• Culinary Tours</li> </ul>	Quiz 2
12	23 & 24	Japan, Washoku and Culinary Tourism Part 1	<ul style="list-style-type: none"> <li>• The Case of Japanese Culinary Tourism</li> <li>• Regional Japanese Cuisine</li> <li>• Japan and the Michelin Guide</li> </ul>	
13	25 & 26	Japan, Washoku and Culinary Tourism Part 2	<ul style="list-style-type: none"> <li>• JNTO (Japanese National Tourism Organization)</li> <li>• Regional Japanese Tourism Data</li> <li>• Japanese Festivals</li> <li>• UNWTO Gastronomy Cities</li> </ul>	
14	27 & 28	Sake and Beverage Tourism in Japan  And Term Review	<ul style="list-style-type: none"> <li>• Sake Tourism</li> <li>• Beer Tourism</li> <li>• Wine Tourism</li> <li>• Tea Tourism</li> </ul>	
15	29 & 30	Final Test	<ul style="list-style-type: none"> <li>• Term Quiz- Online</li> <li>• Culinary Tourism &amp; Media</li> </ul>	Term Quiz Online Discussion Paper Due Date TBA

### 【Textbooks/Reading Materials】

#### A. Reading List

##### • Essential References:

1. Cook, R., Hsu, C., & Taylor, L. (2017) *Tourism: The Business of Hospitality and Travel* Pearson Publishing USA.
2. Long, L. (2013) *Culinary Tourism* The University Press of Kentucky USA.
3. McKercher, B. (2020) *Tourism Theories, Concepts* Goodfellow Publishers USA
4. Sloan, D. (2004) *Culinary Taste: Consumer Behavior in the International Restaurant Sector* Elsevier USA

• **Other References:**

5. Hall, C., Sharples, L., Mitchell, R., Macionis, N., and Cambourne, B. (2003) *Food Tourism Around the World: Development, Management and Markets* Elsevier USA
6. Hjalager, A. & Richards, G. (2003) *Tourism & Gastronomy* Routledge Publishing
7. Kittler, P. & Sucher, K. (2008) *Food and Culture 5<sup>th</sup> Edition* Thomson Wadsworth USA
8. Everett, S. (2016) *Food and Drink Tourism* Sage Publishing

• **Web Resources:**

1. Ministry of Agriculture Forestry and Fisheries Japan (MAFF)  
[<https://www.maff.go.jp/e/policies/market/index.html>]
2. JFOODO  
[[https://www.jetro.go.jp/en/jfoodo/#:~:text=JFOODO%20\(The%20Japan%20Food%20Product,promoting%20them%20widely%20around%20the](https://www.jetro.go.jp/en/jfoodo/#:~:text=JFOODO%20(The%20Japan%20Food%20Product,promoting%20them%20widely%20around%20the)]
3. Japanese National Tourism Organization  
[<https://www.japan.travel/en/us/>]
4. Japan Online Media Center  
[[https://business.jnto.go.jp/?locale=en\\_US](https://business.jnto.go.jp/?locale=en_US)]

Additional International Web-based Resources can be in the “Supplemental Web-based Resources Document”

**Section 4**

**【Learning Assessments/Grading Rubric】**

- ← Percentage breakdown of assessments
- ← Grading procedure in details

**Class Contact Hours**

Lecture	:	28
		hours
Tutorial	:	14
		hours

**J. Learning and Teaching Strategies**

A mixture of learning and teaching approaches and strategies embracing a series of lectures, tutorial classes, field visit(s) and an e-learning platform will be adopted to help students build up specialised knowledge and achieve learning outcomes:

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1. Lectures will be used to deliver the content of major topics listed in the module outline for a large number of students. Examples and cases from relevant sectors will be used for illustration. Guest speakers from the industry will also be invited to share relevant experiences with students.
2. Tutorial classes will be used to facilitate interactive discussions and self learning in a small class setting. Individual students are encouraged to freely exchange their personal ideas and opinions, and inquiries arising from the lectures and course work.
3. Field visit(s) to restaurant back-of-house area and major facilities will be arranged. By observing and learning from practitioners working in authentic frontline conditions, students can extend their knowledge and widen their perspectives to complement theories learnt in Lectures and Tutorials.
4. An e-learning platform will be adopted to provide a channel for easy access of pre-class reading materials and online resources in relation to the Lecture and Tutorial topics.

## K. Assessment Strategies

Assessment will be criteria-based and require students to demonstrate the achievement of the module learning outcomes. The following abilities will be assessed through coursework, including quizzes, a discussion paper and a mid-term test:

1. Ability to identify and evaluate culinary tourism terminology and the various forms of theories and concepts against operational statistics and industry benchmarks for hospitality and tourism enterprises; and
2. Utilize specialized knowledge and skills to exam the role of culinary tourism in communities and the environment; and
3. Understand the fundamentals and global influences of tourism and gastronomy and culinary culture in a hospitality context.

The percentage contributions of the assessment items to the overall module assessment are:

Quizzes (2x)	:	20%
Midterm Test	:	25%
Term Quiz	:	30%
Discussion Paper		25%

The contributions of the assessment methods to the CLOs are:

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Assessment Methods	CL O 1	C L O 2	C LO 3
Quizzes (x2)	✓	✓	
Mid-term Test	✓	✓	
Final Test	✓	✓	
Discussion Paper	✓	✓	✓

**Written Quiz:** Students are required to demonstrate their ability to integrate a wide range of knowledge pertinent to culinary tourism, theories and concepts. They are also expected come up with reasonable explanations/discussions under given circumstances. Multiple choice, and true false questions are used to assess students' analytical ability and critical thinking skills.

The **Mid-term Test** requires students to demonstrate their ability to integrate culinary tourism theories, and come up with reasonable explanations / discussions under given circumstances. Multiple choice, true-false, open-ended and case study types of questions are used to assess students' analytical ability and critical thinking skills.

The **Term Quiz** requires students to demonstrate their ability to interpret cumulative knowledge of culinary tourism, theories and Japanese tourism elements to devise reasonable explanations / discussions under given circumstances. Multiple choice, true false, open-ended and case study types of questions are used to assess students' analytical ability and critical thinking skills.

The **Discussion Paper** is a written assignment to be submitted towards the end of the semester. It aims to assess students' intellectual ability to evaluate a given topic related to Japan, culinary tourism, & theories and concepts by synthesizing the latest research findings, secondary data, public opinion, personal experience and judgement, as well as the concepts and theories learnt in Lectures and Tutorials. Discussion Paper Rubric found below:

Criteria		Weighting
Acquiring information	Students will search for information to support the topic with questions formulated and seem to understand the crux. Relies on sources that are relevant.	20%
Defining the relevant issues in environmental sustainability management	The problem is defined correctly and key information is relevant.	20%



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Analysing information and issues	Some evidence related to the issues using proper references i.e. academic journals, articles, videos, books etc. Prioritise factors, or studies some of the considerations when analysing the issues.	20%
Employing specialised knowledge and approaches to solve problems	Students apply prior knowledge to solve current problem. And review or summarise of prior knowledge for gathering useful information. Stays strictly within the original guidelines and concepts.	20%
References, Spelling and Grammar	Students have provided appropriate references and citations using APA format throughout the paper. Proper spelling and grammar are taken into account with minimal error.	20%